

Message Text

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ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 DRC-01 RSC-01 USIA-15 FEA-02

AGR-20 SP-03 /074 W

----- 109317

P 291710Z AUG 74

FM AMEMBASSY SANTO DOMINGO

TO USDOC WASHDC PRIORITY

SECSTATE WASHDC PRIORITY 1345

UNCLAS SANTO DOMINGO 3576

E.O. 11652: N/A

TAGS: BEXP, DR

SUBJECT: COMMERCIAL ACTION PROGRAM STATUS REPORT

REF : A) STATE 158113, JULY 22, 1974

B) SD 2530, JUNE 21, 1974

C) SD 2423, JUNE 17, 1974

D) SD 5078, DEC 14, 1973

1. FY 1975 CAP: ACTION STAFF CONSIDERATION. FOLLOWING COMMENTS ARE KEYED TO PARAGRAPHS IN REF. A.: (2) THE SEVEN ACTIONS INDICATED WILL BE REPHRASED, AS SUGGESTED, TO BEGIN QUOTE GIVE HIGH PRIORITY TO ASSISTING UNQUOTE. (3) THE COMMERCIAL NEWSLETTER WILL BE USED TO PUBLICIZE THE EVENTS AND ACTIVITIES UNDER EACH PRODUCT CAMPAIGN. WE WILL ALSO INCLUDE SPORTS AND LEISURE EQUIPMENT IN OUR PROGRAM OF MINI-EXHIBITIONS IN THE LIBRARY, AS RECOMMENDED. SEMINARS WILL BE HELD RELATED TO THE FOLLOWING PRODUCT/CAMPAIGNS: SOLAR ENERGY; FOOD PROCESSING EQUIPMENT; AND SPORTS AND LEISURE EQUIPMENT. WE FEEL, HOWEVER, THAT ACTIONS 11, 12 AND 13, UNDER CAMPAIGN 7 WILL BE MORE EFFECTIVELY CONDUCTED UNDER A GENERAL RATHER THAN A NARROWLY SPECIFIC PRODUCT BASIS (ACTION 11: THE EMBASSY HAS TENTATIVELY TARGETED GENERAL TRADE ASSOCIATION FIGURES AS THOSE WHO WOULD MOST BENEFIT OUR COMMERCIAL RELATIONS WITH THE DR BY BEING INVITED TO THE US ON LEADER GRANTS. SIMILARLY, FOR ACTIONS 12 AND 13, OUR FAMILIARITY WITH THE IMPORTING COMMUNITY AND THE EXISTANCE OF FORMAL ORGANIZATIONS OF

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IMPORTERS/DISTRIBUTORS/WHOLESALEERS ENABLES US TO SELECT THE BEST

POTENTIAL REPRESENTATIVES ACROSS-THE BOARD RATHER THAN FROM JUST A PART OF THE AVAILABLE TALENT.)

(4) CAMPAIGN 1, ACTION 6: MARKET STUDY DUE DATE HAS BEEN MOVED FORWARD TO JANUARY 31, 1975; THE MARKET STUDY ON GRAPHICS EQUIPMENT (7, ACTION 2) HAS BEEN MOVED BACK TO MARCH 15, 1975.

CAMPAIGN 1, ACTION 8: REPHRASED AS RECOMMENDED.

CAMPAIGN 2, ACTION 4 AND CAMPAIGN 3, ACTION 3: THE EMBASSY HAS REQUESTED \$1,000 FROM WASHINGTON TO COVER PARTIALLY COSTS OF THESE TWO SMALL EXHIBITS (SEE REF C.). WE REALIZE, HOWEVER, THAT THESE FUNDS MAY NOT BE AVAILABLE; IN THAT CASE WE WILL ATTEMPT TO MOUNT THE EXHIBITIONS WITH THE EMBASSY'S OWN RESOURCES AND THE ASSISTANCE OF LOCAL TRADE ASSOCIATIONS (THE AMERICAN CHAMBER OF COMMERCE, THE ASSOCIATION OF IMPORTERS AND THE ASSOCIATION OF REPRESENTATIVES OF FOREIGN FIRMS HAVE ALREADY PLEDGED THEIR SUPPORT.)

CAMPAIGN 3: NEW ACTION ONE ADDED AND ACTION FIVE RE-PHRASED AS SUGGESTED. CAMPAIGN 7, ACTION ONE: REPHRASED AS RECOMMENDED.

2. STATUS OF FY 1974 AND FY 1975 PROGRAMS.

A CONSTRUCTION SECTOR: A DECISION ON THE SABANA YEGUA DAM CONTRACT HAS STILL NOT BEEN MADE BY PRESIDENT BALAGUER. GIVEN THE SIZE OF THIS PROJECT AND ITS SIGNIFICANCE AS AN OPENING FOR US CONSTRUCTION FIRMS IN THE DR, WE WILL CONTINUE TO ASSIGN HIGH PRIORITY TO ASSISTING THE GUY F. ATKINSON CO. ON THIS BID (SEE SD 2507, JUNE 20, 1974, AND SD 3191, AUGUST 2, 1974). SD A-89, AUGUST 14, 1974, IS THE MOST RECENT COMPREHENSIVE STATUS REPORT ON ALL PENDING MAJOR PROJECTS. SPECIAL MENTION SHOULD BE MADE OF THE CONTRIBUTION OF THE EMBASSY POLITICAL SECTION VIS-A-VIS OUR GOALS IN THE CONSTRUCTION SECTOR, AS CALLED FOR IN BOTH THE 1974 AND 1975 CAPS: SD A-64, JUNE 18, 1974, AND SD A-71, JULY 10, 1974, BOTH ON THE GENERAL CONSTRUCTION SCENE, AND SD A-95, AUGUST 28, 1974, ON FUTURE CEMENT PLANTS, WERE PREPARED WHOLLY OR IN PART BY MR. BUMPUS.

B. ENERGY: SD A-89 COVERS BOTH ELECTRIC CORPORATION PURCHASING AND OIL EXPLORATION. ALSO SEE SD 3115, JULY 31, 1974, AND USDOC 12309, AUGUST 19, 1974, REGARDING A POSSIBLE OPPORTUNITY FOR MINI-HYDRO-ELECTRIC STATIONS.

C. FOOD PROCESSING AND AGRICULTURAL EQUIPMENT: STATE A-5652, JULY 15, 1974, INDICATES THAT THE DOMINICAN REPUBLIC WILL NOT BE UNCLASSIFIED

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SELECTED FOR INCLUSION IN THE GLOBAL MARKET SURVEY; WE WILL THEREFORE NOT BE EXPANDING THE MARCH 1974 MARKET STUDY TO CONFORM TO THE MARKET RESEARCH SPECIFICATIONS.

D. CONSTRAINTS TO US TRADE: SEE SD A-78, JULY 15, 1974, AND SD A-81, JULY 26, 1974, FOR REPORTS ON THE EMBASSY'S EFFORTS IN NEGOTIATING A REASONABLE OFFICIAL AND UNOFFICIAL INTERPRETATION OF THE NEW AMENDMENTS TO THE DOMINICAN AGENT/DSITRIBUTOR LAW. IN

THE CUSTOMS AREA, ALTHOUGH CONTACT WITH OFFICIALS HAS BEEN MAINTAINED, SERIOUS DISCUSSION OF POSSIBLE CHANGES IN THE CUTOMS SYSTEM WILL HAVE TO AWAIT THE END OF THE POST-INAUGURAL ROUND OF CABINET AND SUB-CABINET CHANGES. SIMILARLY, THE EMBASSY FELT THAT THE SEMINAR ON REDUCTION OF BARRIERS TO TRADE SHOULD ONLY TAKE PLACE AFTER MORE PROGRESS WAS MADE ON THE US TRADE BILL.

E. GENERAL: A COMPREHENSIVE REPORT ON QUOTE DOING BUSINESS IN THE DOMINICAN REPUBLIC UNQUOTE WAS SUBMITTED AUGUTS 28 (SD A-94)V A DRAFT WAS FORWARDED EARLIER TO BIC/OIM/ CARIBBEAN FOR USE AS BACKGROUND FOR THE UPCOMING USDOC QUOTE MARKETING IN THE DOMINICAN REPUBLIC UNQUOTE.

THE EMBASSY HAS EMBARKED ON A FULL SCALE PROGRAM TO PROVIDE BETTER COMMERCIAL AND OTHER SERVICES IN SANTIAGO. A MEMBER OF THE COMMERCIAL SECTION NOW HAS "OFFICE HOURS" AT LEAST TWICE A MONTH AT THE BI-NATIONAL CENTER THERE; THE AMBASSADOR AND OTHER SENIOR OFFICERS REGULARLY VISIT THE AREA AS WELL. REACTION FROM SANTIAGO BUSINESSMEN HAS BEEN VERY ENTHUSIASTIC; WITH AMBASSADORIAL ENCOURAGEMENT, THEY HAVE MADE CONSIDERABLE PROGRESS TOWARD PROVIDING MORE FUNDS FOR THE EXISTING CENTER AND TOWARD BUILDING A NEW ONE, ALL WITH MINIMAL FINANCIAL ASSISTANCE FROM THE USG. THE NET EFFECT WILL BE GREATLY IMPROVED US COMMERCIAL SERVICES AND ACCESS IN THE AREA. (SEE SD 3240, AUG 7, 1974, AND SD 2713, JULY 3, 1974, FOR DETAILS). AT THE SAME TIME, WE ARE MOVING AHEAD WITH PLANS TO AUGUMENT THE COMMERCIAL REFERENCE MATERIALS AT THE CENTER: REF. C OUTLINES THE BUDGET REQUIREMENTS. THE FIRST OF A SERIES OF SEMINARS WAS HELD AT THE USIS MINI-THEATER ON JULY 25; THE BOARD OF DIRECTORS OF THE ASSOCIATION OF IMPORTERS AND THE ASSOCIATION OF REPRESENTATIVES OF FOREIGN FIRMS WERE PRESENT AND THE "TOP" FILM WAS SHOWN. THIS UNCLASSIFIED

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WAS FOLLOWED A WEEK LATER BY MEETINGS WITH AMBASSADOR HURWITCH AND TOURS OF THE COMMERCIAL LIBRARY. THE FILM WAS ALSO SHOWN IN SANTIAGO ON AUGUST 12.

PREPARATION OF A JOINT PUERTO RICAN/US COMMERCIAL ACTION PLAN IS UNDERWAY. FINALLY, WE HAVE PROMOTED ALL TRADE SHOWS AND EXHIBITIONS INDICATED IN THE CAP. HURWITCH

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